February 11, 1929 No. 11

Monday Morning Message

To Lincoln Life Fieldmen

Issued Weekly and Copyrighted by
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

GOOD MORNING:

To-morrow the nation celebrates the birthday of that great man for whom our Company was named. It is altogether fitting that we, as Lincoln National Life men, take especial cognizance of the day, and perhaps, to some extent, tie in our work with the occasion.

The Lincoln National Life Insurance Company has established, as you know, The Lincoln Historical Research Foundation, as its contribution to the memory of Lincoln. This foundation has been at work for a number of months collecting Lincolniana, making studies, preparing material for publication, and sponsoring lectures, etc.

The Foundation is eager to be of service in any way possible to the representatives of the Company in the field, and the material of this Monday Morning Message has been prepared for you by its director, Louis A. Warren. The interesting suggestions herein made may be of no small value to you in taking the work of the Foundation to your own community.

Other suggestions of co-operation have been made. In the January Emancipator, outlines of Lincoln Birthday speeches are suggested. Some of our representatives in the past have visited the schools, and presented Lincoln calendars and leaflets. If Mr. Warren can help you in any way, he offers his services.

On the fourth page of this Bulletin are suggested a number of Lincoln pieces for the office wall, which may well remind us of the martyred President, as well as serve as an inspiration to us in carrying out our individual parts in keeping our Company pledge: "Its name indicates its character."

Sincerely yours,

W.T.S.:H.

P. S.—File and preserve this Bulletin for future reference.

Vice President

Lincoln on Metal, Silk and Paper

PROTECTION and Savings are the two magic words which open the doors to Security and Plenty. Nature has anticipated these needs and endowed each individual with certain instincts which make their attainment desirable. The Insurance Salesman who provides a means of protection, and presents a sound plan for practicing thrift, is working in harmony with the unseen, but vital forces, which direct the destinies of mankind. It is very fortunate that he does not have to supply that inner urge which creates the demand for protection and advises one to provide for a rainy day. The science of insurance is the discovery and systematizing of the methods by which the protective instinct can be served to the best advantage.

Thrift, which is indispensible in any plan of protection, is also of innate origin, but it fades out very early in life unless it is nourished and cultivated. The tendency to save is called the collective instinct, and its strength in youth may be observed by taking an inventory of any boy's pocket. Certain animals still rely upon this primary instinct for self-preservation, and men might profit were they as diligent in preparing for their own long period of non-production, which comes in the winter of their lives. There are many practical ways in which the instinct to collect or save may be encouraged in youth and continued throughout the years that follow.

BANKING INSTITUTIONS have done much to invite boys and girls to save, and public schools are now supplementing their efforts with School Savings Departments. Insurance Companies which have not solicited business, to any great extent, from those under age, are recognizing the value of keeping the collective instinct alive. When applications for insurance are made, the habit of saving should have been established. One of the causes of the lapsed policy may be traced directly to the fact that thrift has never been promoted in youth and it is difficult to revive an instinct which has also lapsed.

Money as a medium is not necessary to cultivate the collective instinct in youth, but often things of little monetary value may be used to keep alive the desire to save. Anything from stamps to bird's eggs has served this purpose, and success has greeted many men because they learned to collect, arrange, and catalogue some of the apparently worthless items which they gathered in childhood.

It is the purpose of this discussion to set forth some of the practical ways in which interest may be aroused in the name, Lincoln, not only among the Home Office group and field men, but especially in the child life everywhere about us. As early as the year 1909, the one hundredth anniversary of Lincoln's birth, there had been listed 487 collectors of Lincoln items. In the past twenty years this number must have been more than doubled, and one collector today is said to have a collection of Lincolniana valued at a million dollars. President Arthur F. Hall has long been a collector of valuable Lincoln items, and the Company is now in the process of preparing a worthy Lincoln exhibit to be ready for display on the twenty-fifth anniversary of the Company in 1930.

Coins, Medals, Plaques, Statuettes

Any child may start a collection of Lincoln metals by observing the date on the Lincoln penny he has in his pocket. The penny bearing the profile of Lincoln was first issued in 1909 and each year since that date Lincoln pennies have appeared. When one has obtained a penny for each year, he will want the Illinois Centennial half-dollar issued on June 1, 1918, which bears the likeness of Lincoln. If he is still interested he will try to collect Lincoln medals and medallions, of which over 1,000 different designs have been listed. One company gave away in essay contests last year 8,000 medallions bearing a likeness of the Volk-profile of Lincoln. A short time ago a city newspaper gave 2,500 bronze medals of Lincoln to boy and girl winners of essay contests conducted in its city schools. The winners of these and other Lincoln medals already have a good start for a general collection. There also is the possibility of building the metal collection to include bronze plaques, busts, and statuettes, of which there is a large number.

a. As soon as the 1929 Lincoln pennies are issued give one to every boy who will come to your office.

b. Give a dollar to the first boy who will bring you all the pennies from 1909 to 1929.

c. Make a standing offer to exchange two pennies each for one bearing the date of 1909.

Stamps, Currency, Government Paper

Most boys, sometime in their lives, have been interested in collecting stamps. A Lincoln stamp collection may be started with a one-cent postal card bearing the profile of Lincoln, taken from the original bronze plaque by Pickett, now owned by The Lincoln National Life Insurance Company. There is one postal printed in red and another printed in green. Lincoln stamps have been issued in the following denominations: 2c, 3c, 4c, 5c, 6c, 15c, 25c and the $1.00 Lincoln Memorial Stamp. Some of these denominations have had many different issues, one as many as ten. There is also an opportunity to expand this collection of government impressions by collecting obsolete Lincoln paper money. Between the years 1860 and 1865 there was quite a large distribution of this money, mostly in denominations of fifty cents and one dollar.

a. Give to any boy who will visit your office a one-cent postal card bearing the likeness of Lincoln.

b. Have your postmaster send for such Lincoln stamps as are now being issued.

c. Interest your local bank in making a collection of Lincoln currency for exhibition purposes.

Prints, Cartoons, Drawings, Paintings

Boys and girls are keen on collecting pictures. Portraits of prize fighters and actresses have been issued in many series to satisfy this craving. It is difficult to estimate the number of Lincoln portraits which have been released; one collector has gathered 1,100 engravings, etchings, paintings and lithographs on this subject. A child might start with a picture clipped from a newspaper and eventually secure some of the original prints. The cartoons of Lincoln printed at the time of his nomination and during the Civil War make a collection of great interest. The famous lithograph series of this period offers many pictures of rare value. The pen and ink drawings can be numbered by crediting at least one portrait of Lincoln to every one who has aspired to be an artist. Further effort in this field would lead one into the realms of minatures and paintings where fortunes are spent for a single exhibit.

a. If you are a Minute-man your own business card bearing the Lincoln picture on the back will make a good starter for the collection.
b. Have a picture contest with a prize for the one who brings into the office the best exhibit by a certain date.
c. Offer a prize for the best original drawing of Lincoln in pencil or pen, by a boy or girl in the community.

Sayings, Stories, Poems, Music

Every child is familiar with some of Lincoln's words, and on every hand one finds quotations credited to him. A Lincoln scrap book would help to collect these items as well as the stories which he told. A boy or girl might be ambitious enough to have three scrap books, one for his speeches and quotations, another for his jokes, and still another for poems about him. In this last class there have been thousands of attempts to honor him in verse and several volumes of Lincoln poems are on the market. Those who are poetically inclined might like to continue their collection still further and gather some of the many Lincoln songs of the campaign days. A large number of these were printed in the form of sheet music.

a. Plan a scrap book contest among the school children, keeping in mind the different kinds of information that might be gathered.
b. Offer a prize for the twelve best short Lincoln quotations, or the best Lincoln jokes.

Programs, Stationery, Calendars

The opportunity for gathering printed specialties which feature Abraham Lincoln is unlimited. One might start with programs which range from the simple school announcement of the observance of Lincoln's birthday to the very costly favors prepared for banquet occasions. The historical postal card is not only of value as an item in a collection, but the whole illustrated life of Lincoln from the Log Cabin to the White House makes a very instructive exhibit. Hundreds of companies and institutions in America are using the name Lincoln in their firm title. Their letterheads make an interesting collection. One may develop this phase further by obtaining some of the rare envelopes used during Lincoln's administration on which there is now a premium. We hesitate to suggest the collection of Lincoln calendars, as every boy is pretty well trained in this game already. I have before me just now one issued by Hotel Lincoln in Havana, Cuba, and I would expect one could get quite a collection even in Europe.

a. If your supply of Lincoln Life calendars is not exhausted offer one to any boy who has already obtained some other Lincoln calendar.
b. One of your own letterheads might start a boy collecting this type of souvenirs.

News Items, Pamphlets, Books

If one collects all the news items about Lincoln which are called to his attention he would soon have a very large scrap book. The great number of broadsides printed from the time of Lincoln's nomination up to date have never been estimated. Articles in magazines and periodicals are without number. When we consider the pamphlets and books which have Lincoln for their theme the number seems almost impossible. Over 3,500 titles dealing with Lincoln subject matter exclusively have now been listed. Lincoln biographies have been printed in English, German, French, Italian, Spanish, Russian, Greek, Danish, Finnish, Japanese, Chinese, Hebrew, Yiddish, Portuguese, and many other languages and dialects. Every penny spent for a Lincoln book is a good investment. The remarkable increase in the prices of out-of-print Lincoln books is but an indication of what a collection of Lincolniana will be worth a few years hence.

a. Offer a prize for the best Life of Lincoln made from newspaper clippings.
b. Present a Lincoln book to the boy or girl who has the largest number of Lincoln books and pamphlets in his collection.
c. Recognize in some way the boy who has the earliest printed life of Lincoln.

Autographs, Letters, Manuscripts

It is doubtful if the boys and girls can take a very large part in the collection of Lincoln autographs, letters and manuscripts, as the present price placed upon them is prohibitive. A collection of signatures of those associated with Lincoln might be made at no very great cost. Those who served with him in the thirtieth congress, first convening in 1847, might make a good beginning. Another list of those who traveled the circuit with Lincoln in Illinois would be interesting. The members of his cabinet and close associates during his administration would make a valuable collection. The signatures of Lincoln found on bank checks, telegrams, military orders, discharges, etc., are occasionally discovered. Some Lincoln letters are to be found, one selling in a New York auction room in December for $11,750. But few manuscripts of Lincoln now remain outside of the public depositories.

a. Have a signature hunt in your community. Search for autographs of Lincoln or his associates. Follow up with newspaper publicity.
b. Present copies of the Gettysburg Address or the Bixby Letter to successful contestants.

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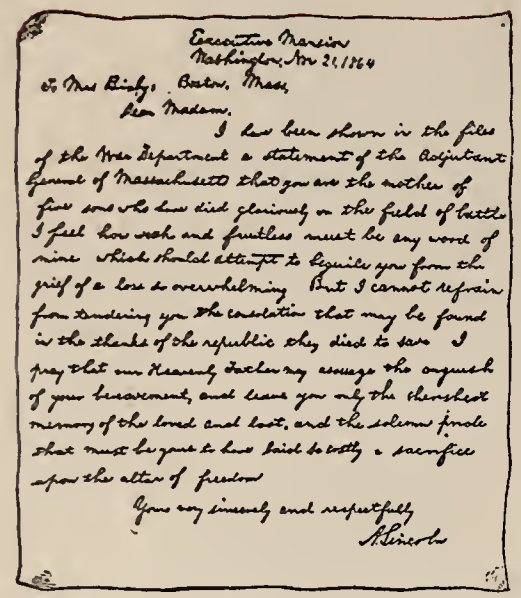
Decorate Your Office Wall

These Exhibits May Be Secured For Framing Upon Request By LNL Agents Having a Place For Display



Executive Mansion
Washington, Nov 21, 1864

To Mrs Bixby,
Boston, Mass.

Dear Madam.

I have been shown in the files of the War Department a statement of the Adjutant General of Massachusetts that you are the mother of five sons who have died gloriously on the field of battle. I feel how weak and fruitless must be any word of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering you the consolation that may be found in the thanks of the republic they died to save. I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

Yours very sincerely and respectfully
A. Lincoln

Bixby Letter—Above

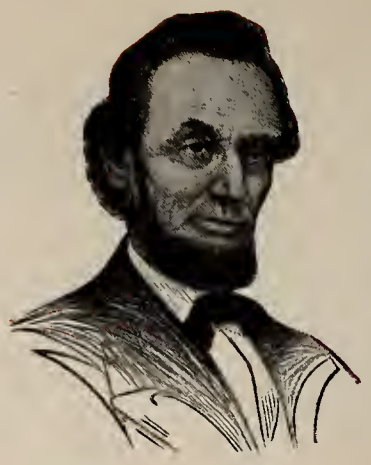
The Finest Example of Pure English in Our Language

Robert Lincoln Letter—Right

The Son of the President Gives Permission to Use the Illustrious Name

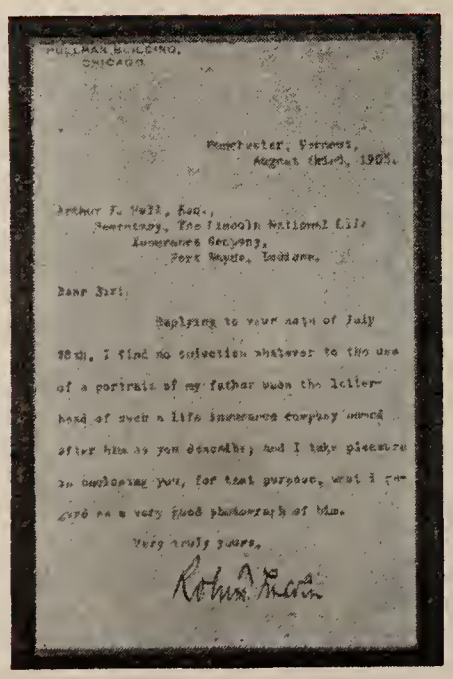
Lincoln Life Building—Below

The Home Office of the Company and the Pride of Each LNL Representative



Abraham Lincoln

This Copyrighted Portrait Made Famous by LNL Stationery



PULLMAN BUILDING,
CHICAGO

Worcester, Vermont,
August (3rd), 1905.

Arthur F. Hall, Esq.,
Secretary, The Lincoln National Life
Insurance Company,
Fort Wayne, Indiana.

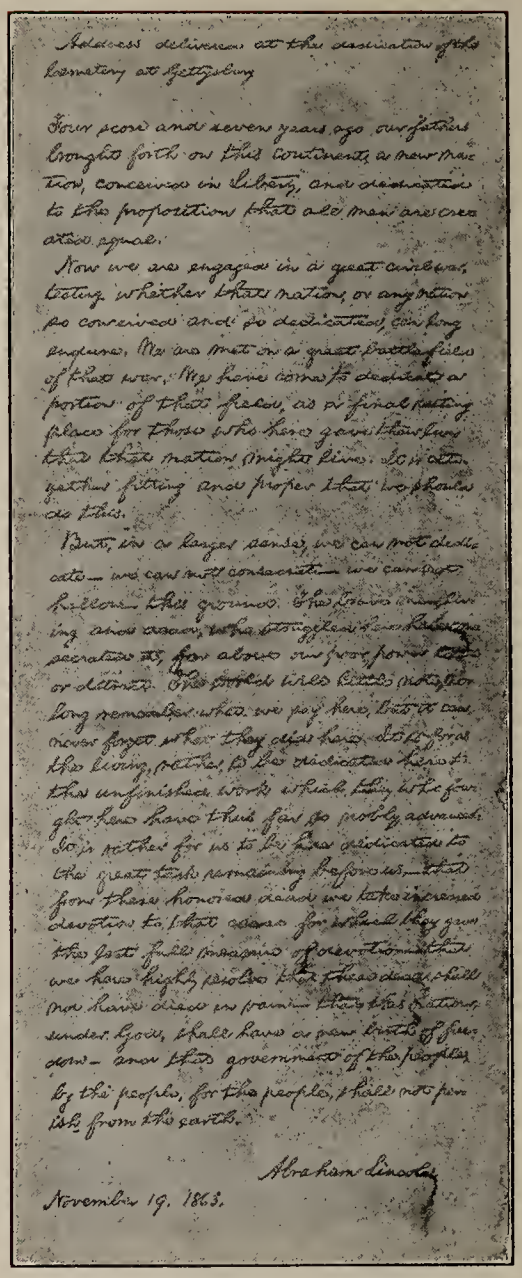
Dear Sir:

Replying to your note of July 28th, I find no objection whatever to the use of a portrait of my father upon the letter head of such a life insurance company named after him as you describe, and I take pleasure in enclosing you, for that purpose, what I consider as a very good photograph of him.

Very truly yours,
Robt. T. Lincoln

Gettysburg Address

A Facsimile of an Original Copy in Lincoln's Own Handwriting



Address delivered at the dedication of the Cemetery at Gettysburg

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate — we can not consecrate — we can not hallow — this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us — that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion — that we here highly resolve that these dead shall not have died in vain — that this nation, under God, shall have a new birth of freedom — and that government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln
November 19, 1863.

(Reduced One-Third)